



Response to RFP #68HERC19R0006

Proposal to Provide Services for US EPA SmartWay Transport Partnership Marketing, Communication and Outreach Support

VOLUME I – Technical Proposal

December 6, 2018



Submitted To:
US Environmental Protection Agency
26 West Martin Luther King Drive
Mail Code: W136
Cincinnati, OH 45268-0001

THE CAUSEWAY AGENCY

Submitted By:
21 Charles Street
Suite 201
Westport, CT 06880

December 6, 2018

US EPA

Andrew W. Breidenbach Environmental Research Center (AWBERC)

Attn: Scott Tharp, Contracting Officer

26 West Martin Luther King Drive

Cincinnati, OH 45268

via Email:

tharp.scott@epa.gov

RE: Response to RFP #68HERC19R0006 – Proposal to Provide Services for US EPA SmartWay Transport Partnership Brand, Marketing, Communication and Outreach Support

Dear Mr. Tharp,

The CauseWay Agency (CauseWay) is very pleased to offer the enclosed proposal for services to the US EPA's SmartWay Transport Partnership in response to the above-referenced solicitation. In accordance with the RFP Proposal Instructions, we have enclosed the proposal in two volumes: 1) Volume I – Technical Proposal and 2) Volume II – Cost Proposal, which includes a copy of our complete GSA contract. (b)(4)

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Best regards,



Robert D. Schultz, President

Attachments:

Original Solicitation SF1449 [11/5/18] (signed)
Amendment 0001 [11/7/18] SF30 (signed)
Amendment 0001 SF30 (signed)

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The CauseWay Agency's Philosophy:

“Our success is not measured in dollars and cents, but in potential lives saved, lives enhanced, and communities made better. This is the CauseWay Effect: purpose-driven strategy and creative that makes a compelling difference. It's work that matters.”

Past Performance Experience

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1. US Environmental Protection Agency (EPA) SmartWay program
2. US EPA Office of Chemical Safety and Pollution Prevention Worker Protection Standards (WPS)

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Past Performance #1

Name of Agency/Government Entity		SmartWay	
1	US EPA/ Office of Transportation and Air Quality SmartWay Transport Partnership		
2	Contract Number	EP-BPA-16-C-0003	6 Contract Type
3	Contract Title	EPA SmartWay	7 Total Contract Value
4	Role	Prime	8 Period of Performance
5	Brief Description and Relevance	Research, marketing, and branding outreach services to promote Partner recruitment.	9 Point of Contact
			Firm Fixed Price
			\$756,919.52
			April 2016 to February 2019
			Scott Tharp, Contracting Officer 518-487-2020 tharp.scott@epa.gov

Past Performance #2				
Name of Agency/Government Entity				
1	US EPA Office of Chemical Safety and Pollution Prevention			
2	Contract Number	GS-07F-0413X TO #EP-G16C-00695	6 Contract Type	Fixed
3	Contract Title	Worker Protection Standard (WPS) Communication Outreach	7 Total Contract Value	\$490,199
4	Role	Prime	8 Period of Performance	September 1, 2016 to August 31, 2019
5	Brief Description and Relevance	Educate agricultural business owners, employers and employees about pesticide usage and handling to help ensure safer workplace.	9 Point of Contact	Jeanne Kasai US EPA Program Specialist 703-308-3240 Kaisai.jeanne@epa.gov

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B - PAST PERFORMANCE REFERENCES

In accordance with the Instructions as 2-30 – EPA-L-36-101(b)(1)(B), we have summarized the references and contact information for our five (5) featured projects in the table below.

PP#	Agency/ Organization	Contact Name	Telephone Number	Email Address
	EPA SmartWay	Scott Tharp	518-487-2020	tharp.scott@epa.gov
	EPA WPS	Jeanne Kasai	703-308-3240	kaisai.jeanne@epa.gov
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APPENDIX B – REPRESENTATIONS AND CERTIFICATIONS

General Representation

CauseWay herein represents that it is in compliance and/or able to comply with post-award requirements pursuant to all relevant clauses referenced in the RFP, as applicable, and incorporates them into this quotation by reference. CauseWay agrees to abide by and consent to all referenced clauses given in Section 2, as applicable, including consent to release confidential business information (CBI) without limit pursuant to awarded contract.

SAM Certification

In accordance with Section 4-3 and FAR 52.212-3, we hereby certify under paragraph (b) of the provision that The CauseWay Agency has completed the annual representations and certifications electronically via the SAM website accessed through <http://www.acquisition.gov>. After reviewing the SAM database information, The CauseWay Agency verifies by submission of this offer that the representations and certifications currently posted electronically at FAR 52.212-3, Offeror Representations and Certifications – Commercial Items, have been entered or updated in the last 12 months, are current, accurate, complete, and applicable to this solicitation (including the business size standard applicable to the NAICS code referenced for this solicitation), as of the date of this offer and are incorporated in this offer by reference (see FAR 4.1201), except for paragraphs **[no exceptions]**.

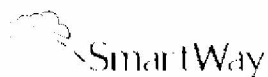
Pursuant to the RFP Cover Memorandum (Item #4) and our Cover Letter to this proposal, we confirm the following representation:

Per EPAAR 1552.209-71, to the best of The CauseWay Agency's knowledge and belief, there are no relevant facts or circumstances that could give rise to an organizational conflict of interest, as defined in FAR Subpart 9.5. If such information or situation arises, we will act immediately to disclose this to the agency and act accordingly.

Pursuant to the proposal instructions on numbered page 31, Section 2-30 – EPA L-36-101 (a)(2)(ix), The CauseWay Agency grants to the EPA or its authorized representatives, the right to examine, for purposes of verifying the information submitted, those books, records, documents, and other supporting data that will permit adequate evaluation; and this right may be exercised in connection with any such reviews deemed necessary by the Government.

APPENDIX C – PAST PERFORMANCE – FULL PROJECT DESCRIPTIONS

Past Performance #1 – EPA SmartWay Program



Past Performance #1					
1	Name of Agency/ Government Entity	US EPA/Office of Transportation and Air Quality • SmartWay Transport Partnership	6	Contract Type	Firm Fixed Price
2	Contract Number	EP-BPA-16-C-0003	7	Total Contract Value	\$756,919.52
3	Contract Title	EPA SmartWay	8	Period of Performance	April 2016 to February 2019
4	Role	Prime	9	Point of Contact	Scott Tharp, Contracting Officer 518-487-2020 tharp.scott@epa.gov
5	Brief Description and Relevance	Research, marketing, and branding outreach services to promote Partner recruitment.	10	Subcontractors	N/A

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Past Performance #2 – DPA Worker Protection Standard (WPS) Communications Outreach



Past Performance #1					
1	Name of Agency/ Government Entity	US EPA Office of Chemical Safety and Pollution Prevention	6	Contract Type	Fixed
2	Contract Number	GS-07F-0413X	7	Total Contract Value	\$490,199
3	Contract Title	Task Order	8	Period of Performance	September 1, 2016 to August 31, 2019
4	Role	#EP-G16C-00695	9	Point of Contact	Jeanne Kasai, US EPA Program Specialist 703-308-3240 Kasai.jeanne@epa.gov
5	Brief Description and Relevance	Worker Protection Standard (WPS) Communication Outreach	10	Subcontractors	N/A

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